

WORKFLOW DRIVEN RULES-BASED GENERATION
OF PERSONALIZABLE WEB PAGES

ABSTRACT OF THE DISCLOSURE

A dynamic wireframe extension to the ACS Presentation Layer is provided that makes development of personalizable web pages in general, and "portal" pages in particular, easier and more efficient by reducing the amount of specialized code written for a specific personalizable web page. Additionally, a specification for Portal Objects is provided, such that (a) a Portal Object's design, implementation, and execution are generally integrated within a larger business application that the Portal Object represents, and (b) Portal Objects are arranged by users into various layouts for dynamic wireframes. Further, rules may be set up so that various features of the web page resulting from a dynamic wireframe, including but not limited to the selection of a style, the selection of a layout version, and the selection of a configuration for each of the Portal Objects contained within the selected layout, are conditionally determined based upon various properties and attributes of the user's request, the user's profile, and the user's environment.